

National Highway Traffic Safety Administration

“Click It or Ticket” May 2013

Television, Radio and Online Buy Summary

Media Execution

The “Click It or Ticket” Memorial Day campaign will begin on Monday, May 13th and run continuously to Monday, May 27th (Memorial Day).

The primary target for the campaign remains young men 18 to 34 years old, with secondary segments that include:

- Male Teens 12-17
- Newly arrived Latinos 18-34
- African American males 18-34

Below is a summary of the television networks, radio stations and online publishers on the plan.

Television

Television will be the primary medium to deliver the video message with about 61% of the total budget including Spanish language networks. The television plan will focus on younger male skewing cable networks and will use FOX, Univision and Unimas (formerly Telefutera) as broadcast partners.

FOX

Cops

Cleveland

The Following

Ben & Kate

MLB Prime Games

Adult Swim

Adult Swim Prime

Adult Swim Late Night

Comedy Central

Early Fringe
Late Late Night
Late Night
Prime
South Park
Weekend Afternoon
Weekend Fringe

Discovery

Memorial Day Marathon
American Guns
Auction Kings
Discovery Signature
Deadliest Catch
Discovery Classics
Discovery Wednesday
Power Pack
Discovery Saturday
Discovery Sunday

ESPN

NBA Conference Semi-Finals
NBA Pre-Game Post Season
NFL Live
SportsCenter

ESPN2

MLB: BB Tonight
1st & 10
Mike & Mike
NFL Live
SportsCenter

ESPNews

SportsCenter

Home Team Sports

MLB In-Game

MLB Post-Game

ROS Sports Programming

FX

FX Movie

Two and ½ Men

DVD on TV

Totally Biased

FX Original Encore Showcase

FX Movie Channel

Fringe ROS

Prime ROS

Late ROS

MTV2

Afternoon

Evening

Extended Day

Late Night

Mid-Day

Morning

Nitro Circus

Overnight

Spike

Bellator MMA

Daytime

Early Fringe

Late Night

Repo Games

Sat/Sun Entertainment

Savage Family Diggers

Undercover Stings

TBS

Day

Comedy Block

Moonlight Theater

Weekend

Memorial Day Movies

Early Morning

Family Guy

Conan

Big Bang Theory

The Office

Last Laugh

truTV

Prime

Saturday Night Solution

Weekend

Tru Evenings

Wipeout Prime

Turner Sports

NBA Pre-Game Conference Finals

NBA Playoffs 2nd round

Inside the NBA – Playoffs

MLB Sunday Baseball

NBA TV

Morning

Day

Fringe

Prime

Late Night

Overnight

NBA Playoffs

NBC Sports Network

NHL Live Pre-Game

NHL Semi-Finals

NHL Network

NHL Live

NHL "On the Fly"

NHL Tonight Live

USA

Movie

Overnight ROS

WWE RAW

Galavision (Spanish)

Prime ROS

Late Night ROS

Weekend Day ROS

Sports ROS

Unimas (Spanish)

CinePlex

Cine de las Estrellas

Cine en Familia

Contacto Deportivo

Univision Spanish

Ultima Hora

Noticiero Univision

Novela

La Familia Peluche

Sabado Gigante

Desmadrugados

Y Ahora Que Hago

La Hora Pico

Al Punto

Republica Deportiva

Network Radio

Network radio is used to increase the reach of the “Click It or Ticket” campaign, while also generating higher levels of frequency. The radio plan will use just over 15% of the budget including Spanish language vehicles. In addition to the radio placement, all networks will deliver Social components through their on-air talents Twitter and Facebook feeds.

Premiere Radio Network

Premiere Radio Network syndicates over 90 shows to more than 5,000 radio affiliates throughout the country. Each week, Premiere Radio Network programming reaches over 190 million listeners. The Premiere program will include live on-air reads by some of their top talent, including Blair Garner, and JT “The Brick”.

The following are the program formats that are utilized for the NHTSA campaigns:

- Sports Talk
- Country
- Rock
- Urban
- Premiere Satellite Radio
- Online Radio Streaming
- Music Talk Shows

Dial Global

Dial Global is one of the largest radio networks in the country, reaching 99% of the country. For the past several May “Click It or Ticket” campaigns, NHTSA has been the title sponsor of the Memorial Day Concert Series and that will continue in 2013.

The following are the program formats that are utilized for the NHTSA campaigns:

- Sports Talk
- Country
- Rock
- Urban
- NFL Network
- NBC Sports
- MRN NASCAR

ESPN Radio

With the relationship dissolved between ESPN Radio and Cumulus, it was necessary for us to utilize ESPN Radio directly to deliver our message. In addition to on-air placement, we will be running on the ESPN Radio Streaming network. As part of the 2013 campaign, morning show personalities Mike & Mike, will be doing live reads of the NHTSA message which will be heard on the radio as well as on television, as their show is aired live on ESPN2 in the morning.

The following are the program formats that are utilized for the NHTSA campaigns:

- ESPN Talk Shows
- NBA, MLB Sports
- ESPN GameNight
- ESPN Streaming Radio

Cumulus Media Hispanic

Citadel Media Hispanic is a division of Cumulus Media and reaches 52% of the country with 47 affiliates located in the largest populated Hispanic areas throughout the country.

The following are the program formats that are utilized for the NHTSA campaigns:

- Hispanic Music
- Hispanic Talk

Univision Radio

Univision Radio is a Hispanic radio network with coverage in 16 of the top 25 Hispanic markets in the country, including New York, Los Angeles, San Jose, San Francisco, and Miami. Univision provides programming to over 70 affiliates.

The following are the program formats that are utilized for the NHTSA campaigns:

- Hispanic Music
- Hispanic Talk
- Hispanic Sports Talk

ESPN Deportes

After the split between Cumulus Hispanic and ESPN Deportes at the end of 2012, it became necessary to utilize ESPN Deportes to continue to deliver the NHTSA message to a Hispanic audience.

The following are the program formats that are utilized for the NHTSA campaigns:

- ESPN Hispanic Sports Talk
- MLB Deportes
- La Liga Copa (Soccer)

Performance Racing Network

Performance Racing Network (PRN) is a NASCAR radio network that airs NASCAR races and provides original NASCAR related programming to over 700 station affiliates throughout the country.

The following are the program formats that are utilized for the NHTSA campaigns:

- NASCAR Sprint Cup and Nationwide races
- NASCAR Talk Show (Fast Talk, The Pit Reporters, Garage Pass, Racing Country USA)

Targetspot Online Radio

TargetSpot is an online radio network that distributes advertising messages on online radio platforms, including AOL Music, Yahoo Music, Live365.com, Slackers and MySpace radio. Additionally, they stream these commercials on local radio stations throughout the country. Every month, over 70 million people listen to online radio.

The following are the program formats that are utilized for the NHTSA campaigns:

- Country
- Rock
- Hot AC
- Sports Talk
- CHR

Online

The online portion of the plan will use the remaining 24% and will focus on publisher direct so NHTSA can use custom units such as homepage takeovers, branded canvases and pushdowns. NHTSA will also use portals (Google), and video networks such as Videology and Tremor.

Blip.TV

The campaign on Blip will focus on pre-roll, which has proved the best performer, along with a homepage takeover at campaign launch on May 13th.

The plan will generate 3,261,666 impressions, which includes 418,333 bonus pre-roll impressions.

Break.com

Break is working with NHTSA to produce a spot for the “Grown Ass Man” concept. In addition, NHTSA will use top performing units such as the Page Engage, pre-roll, Videostitial, roadblocks and animated high impact takeovers.

The Break plan will generate 13,778,426 impressions plus an additional 10,000,000 added value impressions.

Complex Media

With Complex NHTSA will receive a Video HD Pushdown Takeover package that includes a leaderboard, rectangle, skyscraper and skin. This will run from noon May 13th to noon May 14th to coincide with the campaign’s launch.

NHTSA will also run videos with full width billboards and overlay.

This plan will generate over 4,100,000 impressions, with 1.6 million of those being added value.

College Humor

NHTSA will run on College Humor’s Original Video Channel with a package that includes a video, custom skin, 300x250 and a 728x90.

NHTSA will also run on the Premium Channels with a roadblock that will include a skin, 300x250 and 728x90. NHTSA will also use a homepage takeover that will include a skin and 300x250.

As added value NHTSA will receive close to 5 million impressions using skins, and display. The total will deliver over 8 million impressions.

Crave Online

Crave is developing a video spot based on the “Grown Ass Man” concept as added value to NHTSA. The plan on Crave will include a takeover to cover two days that are TBD. Assets will include pre-roll, branded canvases and standard display.

The plan will deliver 20,856,545 impressions, which includes 1,575,000 as added value.

Daily Motion

This video destination site will develop homepage takeovers with video to run over 2 days during the campaign. In addition NHTSA will use pre-roll, skins, interstitials and standard display.

This plan will generate over 9 million impressions with added value placements amounting to 5,400,000 impressions.

EA

The EA plan will cover online, mobile and consoles. Users will be invited to watch the “Click It or Ticket” video in exchange for virtual goods to be used in playing the games. In addition NHTSA will use the dynamic in-game advertising on the top games played by young men.

This plan will generate 2,431,364 impressions.

ESPN.com

NHTSA will run a 300x250 in content rotational ad unit targeted to the Frontpage and Sport Homepages. Also included are an MLB homepage sponsorship, 320x50 mobile banner on the NBA Frontpage, video and billboard on SportsCenter News Bundle, interstitial on ScoreCenter mobile app, and standard banners running ROS in sports content.

This plan will generate 14,940,945 impressions.

GameSpot

NHTSA will run takeovers on the Twitch homepage and the PC Front Door page. These takeovers include a skin and 300x250. NHTSA will also run video pre-roll, and takeovers on the PS Vita Front Door, iPhone and Android Front door and the Comic Vine homepage takeover as added value.

This plan will deliver over 7,100,000 impressions.

GameStop

The NHTSA spot will run on the video screens in 4,100 GameStop video stores across the country. Eight :15 spots will air every hour. As added value NHTSA will receive one :30 custom spot that will run 4x per hour during the flight. The game developer, Codemasters, will create the custom spot using game footage from their car racing title Grid 2.

This campaign will generate 41,368,000 impressions.

Goodway Group

This is being run as a test of real time bidding using display and video.

Google

NHTSA will run on YouTube using TrueView ads, which are skippable pre-roll ads that NHTSA pays for only when a video is watched to completion. Channels being targeted are sports, gaming, music and auto. NHTSA will also run standard display on the Google Display Network.

This plan will generate close to 21 million impressions.

Heavy.com

Heavy will run video, display and takeovers on May 16th and 23rd. Heavy is also creating a “Grown Ass Man” integration opportunity. Each weekday Heavy’s editorial team will identify an image, gif or short video of a *Grown Ass Man* meme – essentially an adult male acting like a child as the “Grown Ass Man of the Day”.

This plan will generate 8,300,000 impressions.

IGN.com

NHTSA will receive a PS3 roadblock on May 17th, May 18th and May 24th, and an Xbox 360 roadblock on May 16th, May 17th and May 20th. The plan will include video, standard display, mobile interstitial, and mobile banners.

The plan will deliver 10,150,555 impressions with 5,000,000 as added value.

Kongregate

This plan will run video pre-roll and standard display. Game players will also be given the chance to watch the “Click It” video to completion in exchange for 5 Kongregate Kreds (virtual currency with real value) and 20 Kongregate points (social currency).

This plan will generate 20,262,968 impressions.

MLB.com

This campaign will use :30 and :15 video, standard banners and interstitials. Total impressions generated equal 7,204,000 with 1,679,000 as added value.

Pandora

This online radio station will run video, audio, 500x500 tile and 300x250 banners. The plan will deliver 8,750,000 impressions.

Revision3

NHTSA will receive premium sponsor integration with host discussion and opening on some of Revision3’s larger audience programs. Those programs are Film Riot, Film state, Philip DeFranco Show and Richard Ryan: Tech Assassin.

This plan will generate 2,950,000 impressions.

SessionM

All advertising runs on mobile apps that have a high composition of young men using video engagements based on receiving awards after viewing the “Click It” video to completion.

Solve Media

The CAPTCHA type-ins will include standard display, video, pre-roll, the Ticketmaster site, and mobile type-ins.

This plan will generate 126,058 engagements with the “Click It” tag line.

Video Network

NHTSA will run on several video networks including SayMedia, SpotXchange, Tremor and Videology.

WWE.com

This plan will include homepage takeovers on WWE.com on May 17th and May 25th. RAW section takeovers will run on May 14th, May 21st, and May 23rd. Smackdown takeovers will run on May 18th, May 24th, and May 25th.

The plan also includes video, display, YouTube pre-roll, Facebook alerts, and a PSA video with a WWE wrestling superstar.

The plan will deliver 21,251,000 impressions.

Xbox Live

This game console will run the “Click It” video with a controller enabled branded destination experience. This will generate over 1.5 million impressions.

Zynga

The video interstitial unit will run on Words with Friends, Scramble with Friends, Running with Friends and Hanging with Friends.

This plan will generate over 1.9 million impressions.